



## Shoptelligence engagement leads to 7X increase in additions to cart

### Challenge

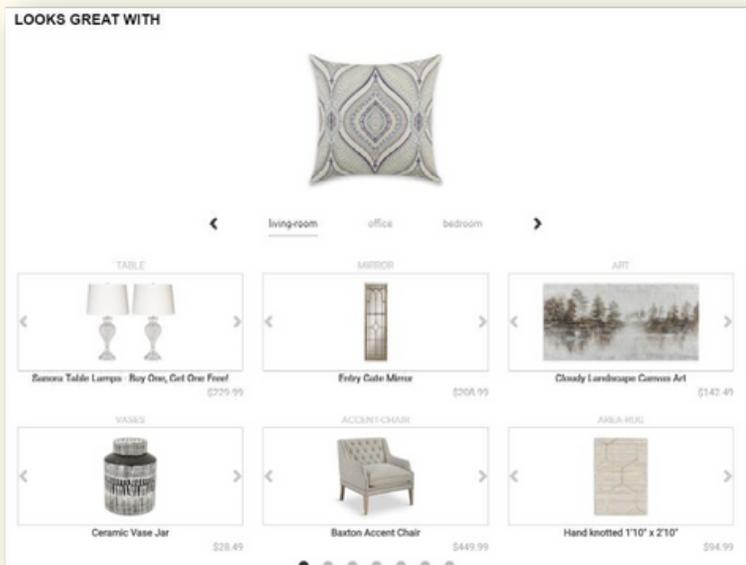
After offering its clients valuable design advice through professional in-home design consultations and self-service room planners, The top 100 retailer recognized that most shoppers weren't taking advantage of the advice, and were missing out on this retailer's rich assortment. With the majority of shoppers starting their journey online, the retailer began merchandising in-store only merchandise online to drive store traffic, and sought a way to merchandise the full assortment at scale online.

Only a portion of the retailers products are available for online purchase. The objective was to get shoppers to buy what was available, in order to discover and engage with more products across categories to create their own unique decor, then visit the store to purchase.

### Top 100 Retailer

With over 15 stores serving customers in the Midwest, this Top 100 furniture retailer invests heavily in creating a shopping experience for a wide variety of consumers. In addition to a full line of specialty brand furniture, the retailer provides full design services for both residential and commercial customers, offering an unparalleled level of service.

The leadership team recognizes that today's retailer must invest in digital experiences across all customer touchpoints to succeed.



### Onsite Room STylist



Increase cross-category product discovery, delivering the right product at the right time



Visual and interactive, enabling the shopper to make the room assortment their own



Standard UI easily implemented with two lines of code and a Google tag



## Solution

With over 80% of shoppers researching online and visiting on average 10 websites but going to only 3 stores, it is critical for retailers to convert website visitors to store visitors. Shoptelligence's Room STylist technology is designed to bring the "aha" moments from the store to the website by helping shoppers discover the wide variety of merchandise the retailer has to offer through product vignettes that shoppers can interact with to make their own unique decor.

Showcasing multiple rooms with different ensembles on one page, this unique experience automatically exposes the visitor to hundreds of products in context. Suggested items compliment the interested item, not overwhelming the shopper and directly aligning to their shopping objective, giving the shopper confidence that a store visit is worth their time.

## Results

Shoptelligence's Room STylist solution engages visitors to return more frequently to the website, add more to the cart and increases online revenue per buyer by 67%.

Shoptelligence-engaged visitors:

- Spend **20+ minutes longer** onsite
- Come back **269% more**
- Have **~7X more** additions to the cart

90 day statistical analysis of engaged versus non-engaged visitors was calculated and validated by a one-tail T-test with 99% statistical confidence interval.



“ Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves. ”

—  
Steve Jobs  
Apple

## Future

The retailer is working with Shoptelligence to develop and deploy an integrated strategy to drive engagement throughout the customer journey, both online in-store.